

REMARKS

Claims 1-20 are pending in the application. Claims 5, 6, and 8-18 have been withdrawn from consideration. Claim 1, 4, 19, and 20 have been amended. Claims 3 and 7 have been cancelled. Applicants respectfully request entry of the foregoing amendment to claims 1, 4, 19, and 20 prior to further examination. No new matter has been introduced. Acceptance is respectfully requested.

Claims 1-4, 7 and 20 have been rejected under 35 USC 101 as being directed to non-statutory subject matter. The rejection is respectfully traversed.

In the rejection under 35 USC 101, the Examiner indicated the view that claims 1-4, 7 and 20 are directed to disembodied data structure. In particular, the Examiner noted that the recited “central database repository” merely represents a code stored in a computer readable medium.

Claim 1 has been amended to recite an additional element, namely, “a content translator for converting unstructured content to structured content based on the scheme system to create at least a portion of the product information.” Support for the amendment is found in the specification at page 14, line 27-page 14, line 16; page 21, lines 14-22. Thus, claim 1 as amended is believed to be directed to statutory subject matter.

It is noted that the Examiner also refers to independent method claim 19; thus it is not clear whether the Examiner meant to reject method claim 19 or computer product claim 20. Method claim 19 recites the step of accessing a central database repository. Computer product claim 20 recites in part “a set of computer program instructions embodied on the computer usable medium.” Thus, both claims 19 and 20 are not simply directed to disembodied data structure; rather, such claims are believed to be directed to statutory subject matter.

Reconsideration of the rejection under 35 USC 101 is respectfully requested.

Claim 1 has been rejected under 35 USC 112, first paragraph, as failing to comply with the enablement requirement. The Examiner indicated the view that the specification does not enable one skilled in the art to make or use the recited “central database repository” as a stand alone for electronic creation, management and viewing product information on a display system. The Examiner further indicated that it would be essential to include other elements to make use

of the central database for such electronic creation, management and viewing product information.

In addition, claim 1 has been rejected under 35 USC 112, second paragraph, as being both indefinite and incomplete. The Examiner indicated the view that certain omitted elements amount to a gap between the elements. In particular, the Examiner noted omitted elements plurality of applications and a user interface and display system.

As noted above, claim 1 has been amended to recite in part the additional element of "a content translator for converting unstructured content to structured content." In addition, claim 1 has been further amended to incorporate the limitations of dependent claim 3 (now cancelled). Therefore, the rejections under 35 USC 112 are believed to be overcome by the amendments to claim 1.

Claims 1-4, 7 and 19-20 have been rejected under 35 USC 103(a) as being unpatentable over Henson (US6167383) in view of Brunner et al. (US5550971). The rejection is respectfully traversed.

Henson is directed to method and apparatus providing customer configured computer systems in a web-based online store environment. In a configurator portion the user is presented with various configuration options associated with configuring a computer system.

Brunner is directed to method and system for generating a user interface adaptable to various database management systems. A semantic data model is used to describe a database in terms of data types stored in the database and functional types that describe relationships between the data types stored in the database. The user interface in Brunner is described as being able to dynamically adapt to the underlying database schema for various database systems without the need to recode or recompile the software that generates the user interface. The method in Brunner is further described as including generation of an intermediate data model having a model and a meta-model describing plural data items as instances of either a data object type or a functional object type.

In the rejection, the Examiner indicated the view that Henson teaches the recited features of the central database repository for storing product information, the plurality of applications accessing the central database repository and the user interface providing display, sorting and filtering of product information. The Examiner further acknowledged that Henson does not

disclose that the central database repository comprises a meta data system, a scheme system and an object model system. It was the conclusion of the Examiner that it would be obvious to one of ordinary skill in the art at the time of applicant's invention to have incorporated the features of Brunner in the database disclosed in Henson so as to enable Henson's invention to generate a flexible user interface which can dynamically adapt to the underlying schema and various database systems without the need to recode or recompile the software that generates the user interface.

To more particularly claim the present invention, independent claims 1, 19 and 20 have been amended to recite that the central database repository comprises "a meta data system that describes the product information, a scheme system that defines entities and relationships inherent in the product information and an object model system that represents the product information." The amendment is supported in the specification at page 18, lines 1-3.

To establish a *prima facie* case for obviousness under 35 USC 103(a), the references when combined must teach or suggest all the claim limitations. In this case, the combination of Henson taken with Brunner does not teach or suggest the claimed invention. Henson is concerned with providing a configuration tool for selecting options for only a computer system. There is no teaching or suggestion regarding use of meta data; thus, any changes to the application to accommodate products other than computers or from other vendors would require reprogramming. Brunner's use of meta data relates to physical tables, i.e., the meta data in Brunner indicates to the software which tables, columns and data types per columns exist for a particular database. In contrast, the meta data in the present invention relates to any product information (for any product category), as recited in amended claims 1, 19 and 20. Further, neither Henson or Brunner discloses "a content translator for converting unstructured content to structured content based on the scheme system to create at least a portion of the product information" as required by amended claim 1. Thus, since the combination of the applied references does not teach or suggest the invention as claimed, the rejection under 35 USC 103(a) is believed overcome.

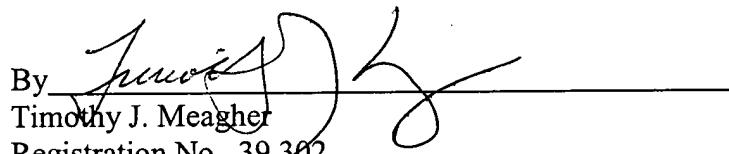
Reconsideration of the rejection of the pending claims is respectfully requested.

CONCLUSION

In view of the above amendments and remarks, it is believed that all claims are in condition for allowance, and it is respectfully requested that the application be passed to issue. If the Examiner feels that a telephone conference would expedite prosecution of this case, the Examiner is invited to call the undersigned.

Respectfully submitted,

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